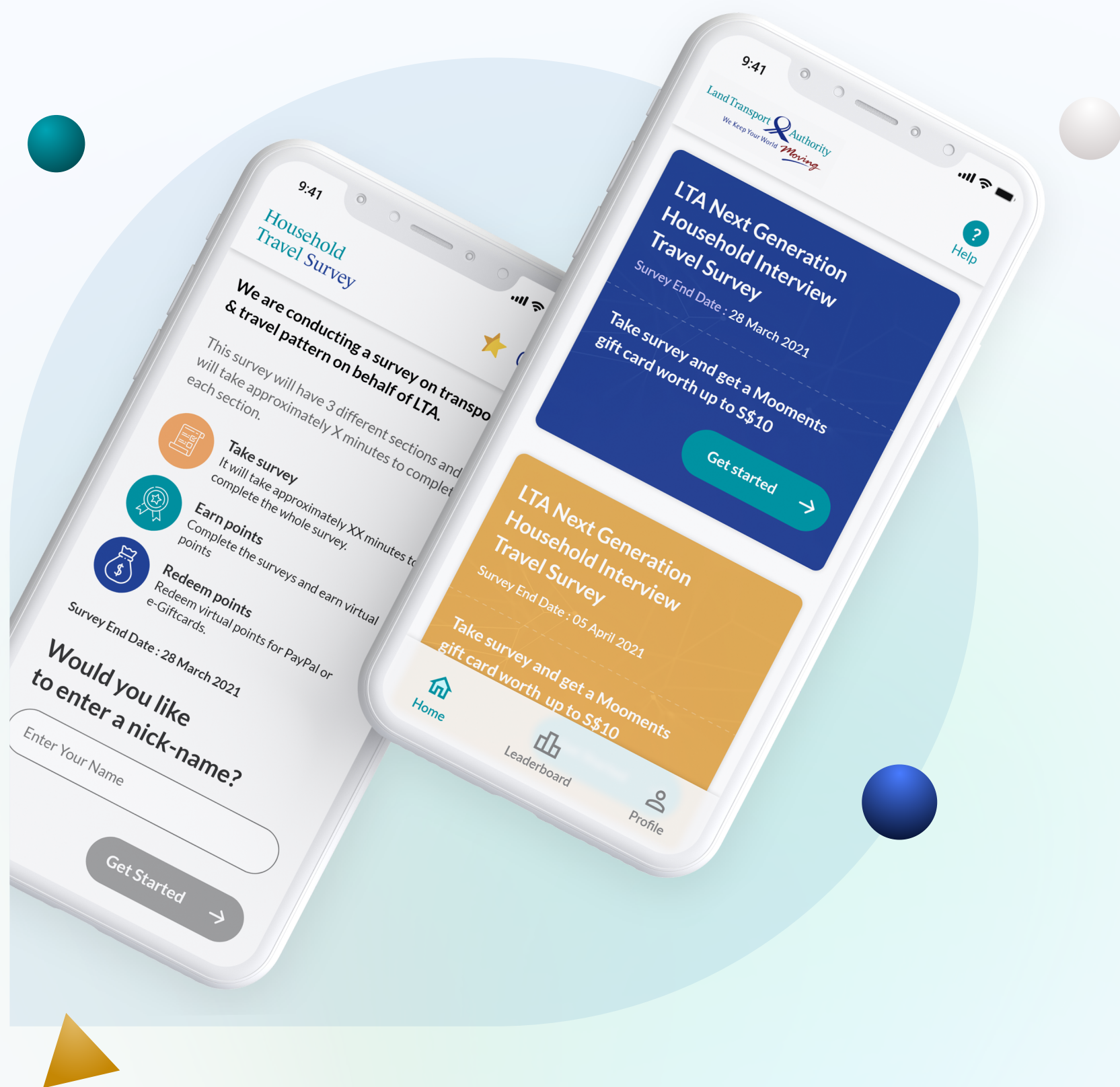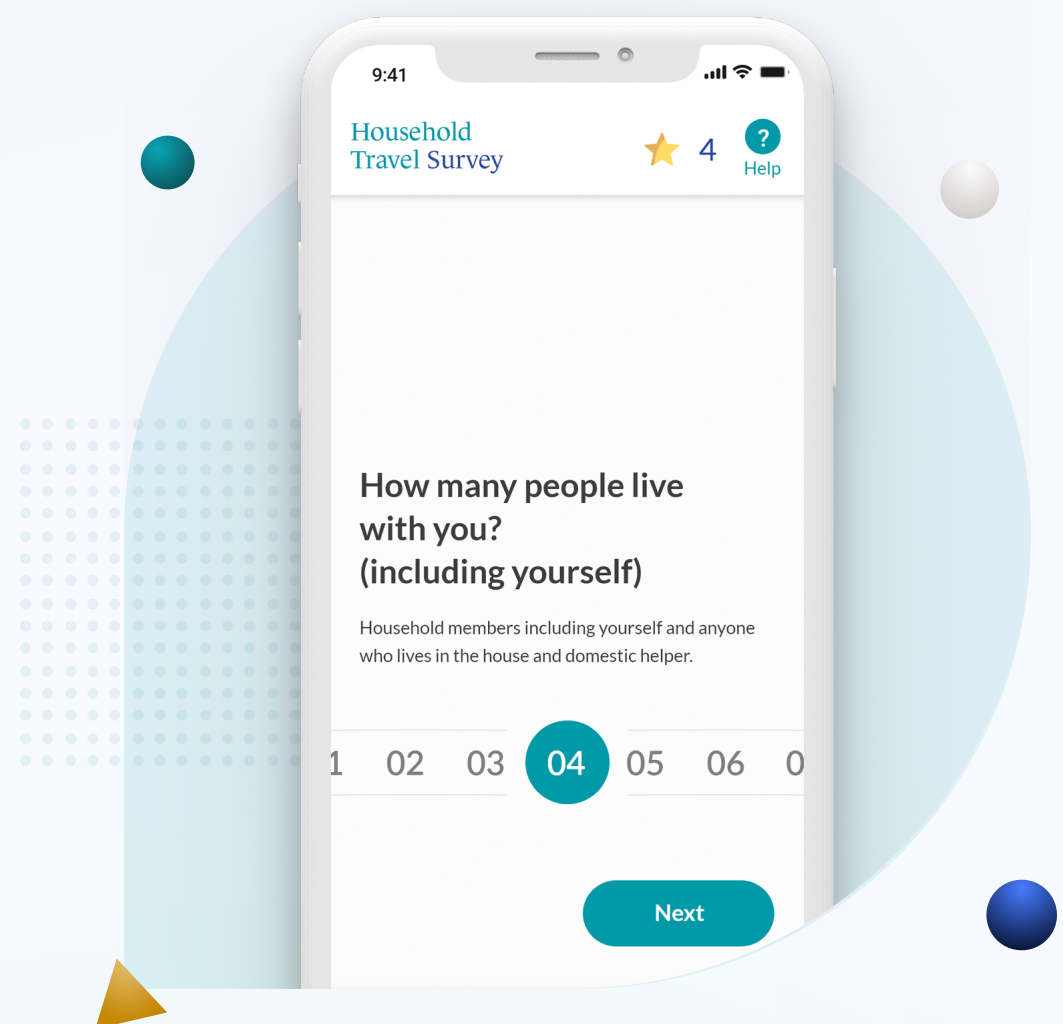# About the Client

Land Transport Authority, widely known as LTA, conducts an exhaustive travel survey to a mass data about travel patterns in Singapore. The LTA team members share a common goal to enhance the land transport system, focusing on implementing the advanced digital solution.



The LTA survey platform promotes a wide range of features like Enhanced Data Security, Fraud Detection, In-depth Analysis using Google Data Studio, and uses 4.0 Solutions to overcome the travel complexities.
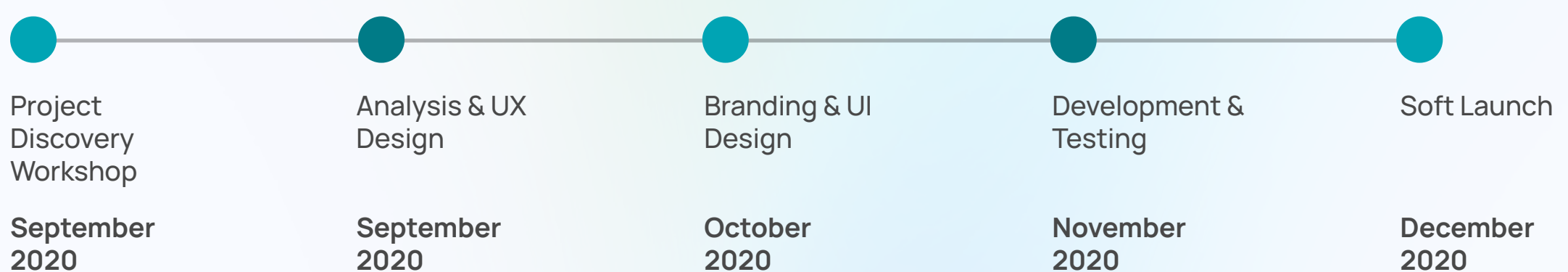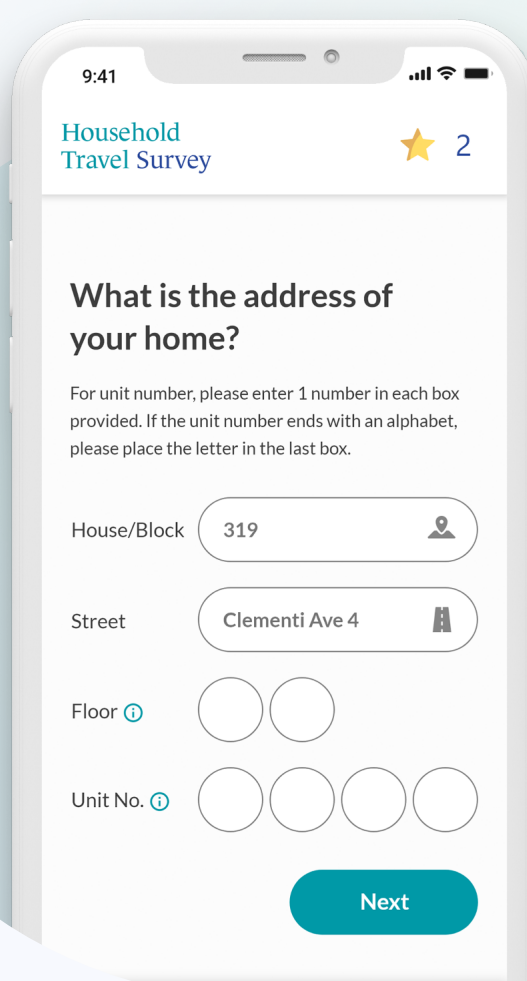
# Problem Statement

With the vision to create a digital platform, LTA has decided to develop a secure survey platform using advanced technologies. Team Affle has helped them achieve their goals with the consumer-centric online survey platform development. We have developed a low energy survey solution with a wide range of features like Question Branching, Fraud Detection, Enhanced Data Security, and many more.

Household
Travel Survey
★ 4
?
Help

How many people live with you? (including yourself)
Household members including yourself and anyone who lives in the house and domestic helper.

1  02  03  **04**  05  06  0

Next

Household
Travel Survey
★ 2

What is the address of your home?

For unit number, please enter 1 number in each box provided. If the unit number ends with an alphabet, please place the letter in the last box.

House/Block    319
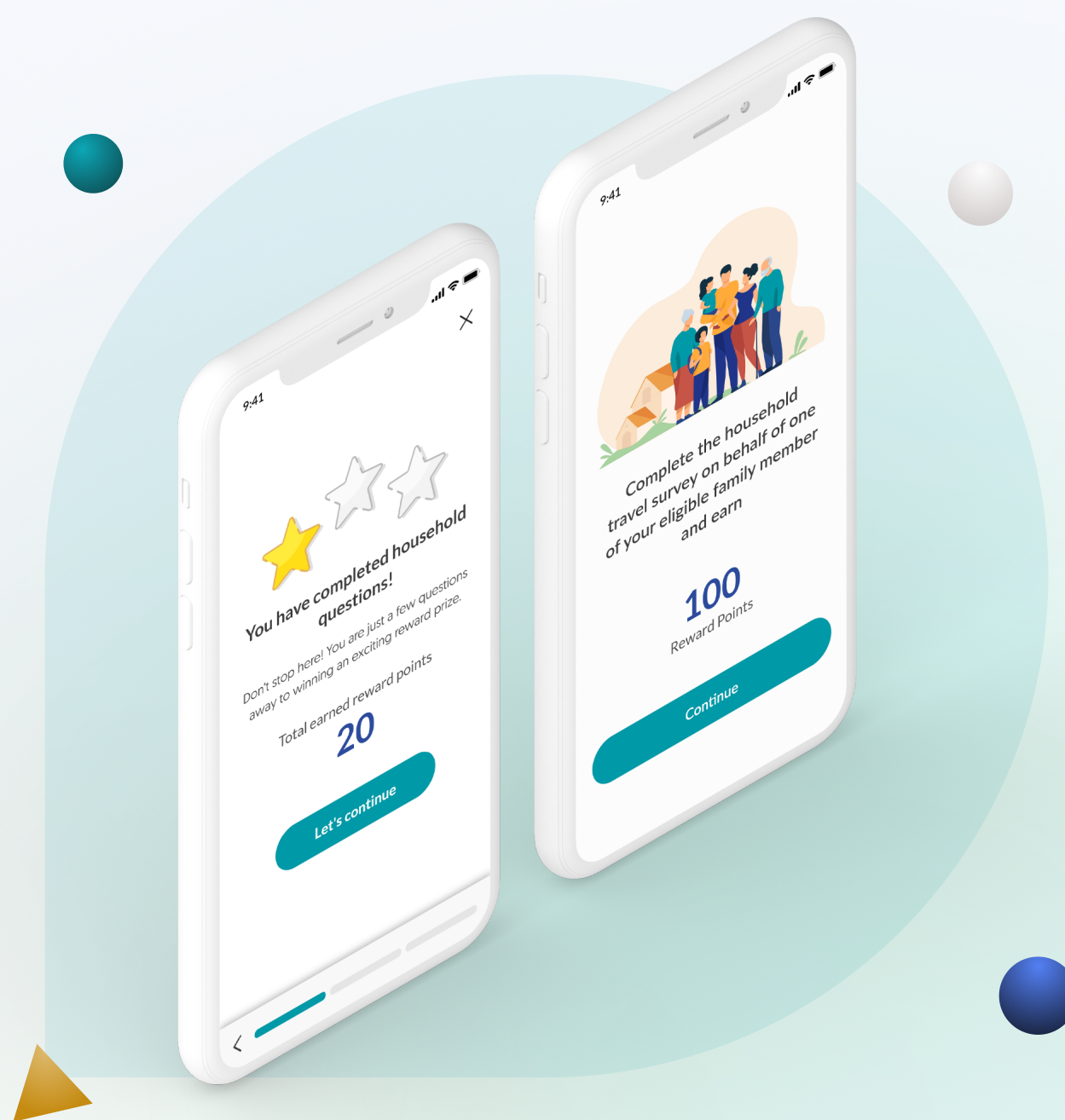
Street    Clementi Ave 4

Floor ⓘ

Unit No. ⓘ

Next

# Project Scope & Timeline

We started working on the project in September 2020 with the definitive plan and research, created a blueprint to take the client's requirements in one place, and communicated with the tech team to discuss technical aspects and specifications. We followed a standard testing method to ensure the back-end content infrastructure and launched the product on December 2020

Project Discovery Workshop

September 2020

Analysis & UX Design

September 2020

Branding & UI Design

October 2020

Development & Testing

November 2020

Soft Launch

December 2020

# About the Product

LTA Survey Platform is a robust and low energy survey solution that enhances customer engagement, discovers data insights, and shares accurate data among businesses to drive swift actions. The LTA survey platform is a powerful survey solution that reads customers' minds, gains rich insights, and promotes informed business decisions.

You have completed household questions!

Don't stop here! You are just a few questions away to winning an exciting reward prize.

Total earned reward points

**20**

Let's continue

Complete the household travel survey on behalf of one of your eligible family member and earn

**100**
Reward Points

Continue

## Our SG:D Accredited Products

An Initiative of IMDA a Statutory Board of Singapore

CDP

VIZURY
Engage360

FaaS

Affle's mTraction platform has been accredited under the Accreditation@SG Digital programme for the 3rd consecutive time by the Infocomm Media Development Authority of Singapore (IMDA).

# Features of Our Solution

**01** **Low Energy**

LTA provides one-touch responses immediately. It quickly provides required data to surveyors and enhance performance and productivity.

- ⊘ Provides automation that reduces the human efforts.
- ⊘ Uses predictive analysis to facilitate immediate responses.
- ⊘ Store information in a structured format for quick data access.
- ⊘ Automated keyboard for alphabet, numeric etc. that optimizes keywords while entering data.

## Advance Question Branching

**02**

LTA survey platform offers advanced question branching features that enable surveyors to filter the questions relevant to the respondents.

- ⊘ Customize surveys based on specific criteria
- ⊘ Redirect users to the questions pertinent to their responses
- ⊘ Improve survey completion rate that produces productive outcomes
- ⊘ Users can implement looping logic and iterate via a variety of questions

## 03 Multilingual Survey

LTA allows surveyors to take the survey in their preferred language. It supports multiple languages to gather substantially better responses using the most vital dialect in the target area.

- ✓ Supports different languages to create a personalized survey experience
- ✓ Allow Surveyors to create multiple surveys in different languages at a time
- ✓ Expand the market reach and remove the demographic barriers
- ✓ Offers improved survey experience that directly impacts the data collection

## AI-Powered Surveys

The LTA survey solution is equipped with AI-enabled features that favour NLP (Natural Language Processing) and ML (Machine Learning) technology. LTA survey platforms promote data analysis capabilities.
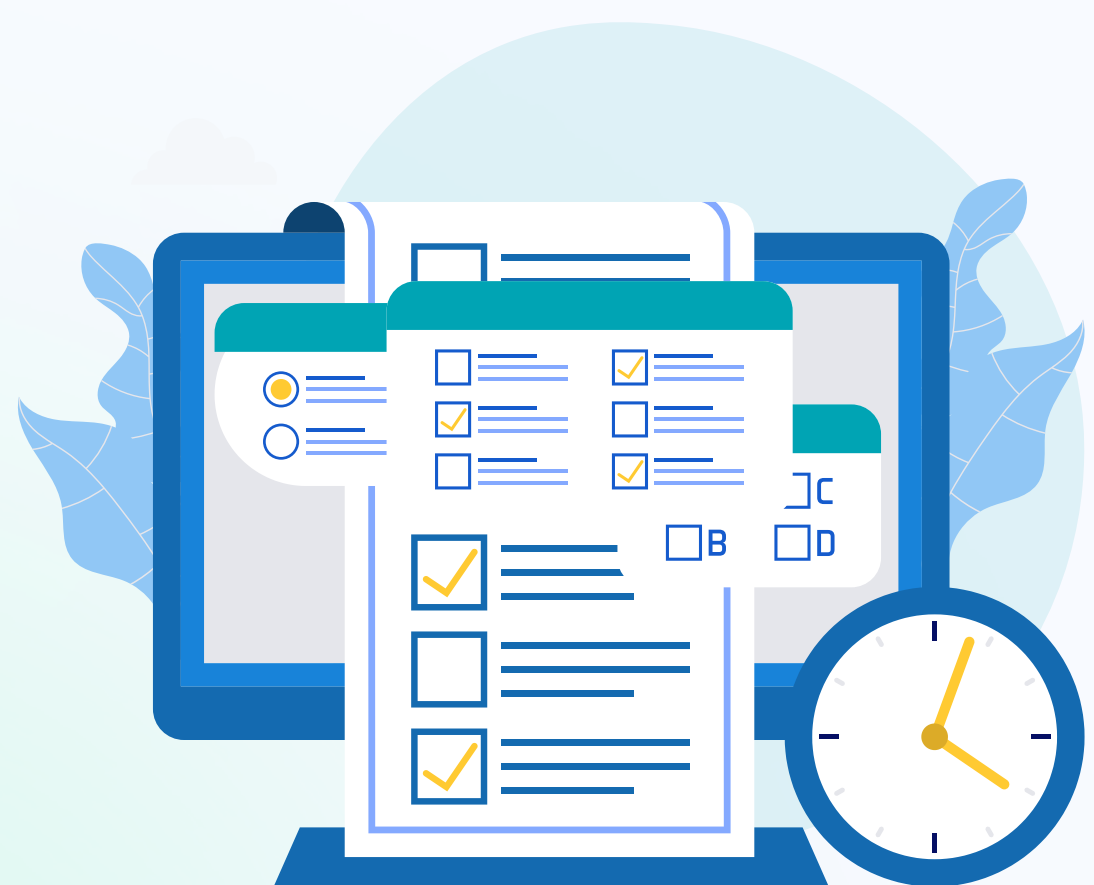
- ✓ Assistant that enhances the data assembling process.
- ✓ Boost response rate by giving personalized survey recommendations.
- ✓ Enable O-data unlocking to provide better data insights.
- ✓ AI-powered survey detects PII (Personal Identifiable Information) and fraud patterns Process voluminous data in one go and remove the human biases.

## 04

## 05 Real-Time Data Visualization

Gives real-time reporting right after the launch of your survey. The LTA survey platform provides interactive reports and easy to understand data visualization.

- ✓ Real-time data analysis to enhance your marketing, research strategies and customer experience.
- ✓ Follow standard measures to ensure high rates of survey completion.
- ✓ Immediate detection of operational issues to reduce production downtime.
- ✓ Increase business agility by producing 10X faster real-time data.

## Gamification & Leaderboard 06

Gamification & Leaderboard help enhance user experience and promote retargeting capabilities to maximize the survey completion rate.

- ✓ Potential to giveaways points and earn incentives.
- ✓ Improve respondents' behavioural and psychological outcomes.
- ✓ Allow multiple survey execution at a time
- ✓ Leaderboards to display the user's count who has taken the survey.

## 07 Enhanced Data Security

The LTA platform is based on robust security measures to keep the data safe from unauthorized access. mTraction Enterprise is focused on developing a highly secured digital solution that protects users data against illegal actions.

- Use industry-standard encryption algorithms using data encryption.
- Includes enterprise-level security features.
- Mitigate data breach risks using strict security protocols.
- Utilizes HTTPS to ensure secure transmission of data over the web.

## Cross-Channel Marketing 08

LTA provides cross-channel marketing to enhance interaction with prospective customers. The channel might be a website, email, retail location, mobile app, promotional event & SMS.

- Target audiences from the various apps, website via programmatic channels.
- The survey can be presented in users timelines via social marketing channels.
- Target audiences where there are private deals with the end publishers.
- Reward users with reward cash, Gift Cards, Coupons, etc., for filling out the survey.
- Incentivize audiences based on their gameplay activity.
- Encourage word of mouth and social sharing to amplify the usage.

**mTraction Enterprise**
powered by **affle**

# Omnichannel Support

The surveys can be distributed across various platforms. surveyors have the flexibility to deploy surveys on popular channels like

- ✓ iOS
- ✓ Android
- ✓ Tablet
- ✓ Web

# Outcome

The LTA Survey platform helps to analyse the current travel behaviour and take a right actionable for travel business needs. It covers vital data insights and transforms the land transport system in multiple ways. Surveyors can get accurate results from their survey campaigns. The AI-powered survey platform discloses the data insights, enhances customer engagements by reaching the right audience, reduces manual efforts, aids in making informed business decisions, and drives enormous conversion rates.

## Appreciation that Fuels Us

As a result of our digital survey platform on Google Cloud, we were able to collect responses during the COVID-19 pandemic without in-person contact. We can adjust our marketing approaches by tracking real-time survey results on Data Studio. This is a key accomplishment as we need to ensure that we collect responses from all segments of commuters and not just the young or the digitally savvy."

**BASKARAN NARAYANAN**

Senior Manager, Transport Planning Lab, Strategic Planning, Policy & Planning Group, Land Transport Authority

### Review the LTA Survey Project Success Story on Google Cloud

Go to Casestudy

## About the Company

Affle's mTraction Enterprise BU focuses on helping companies to go online through platform-based app development that enables thriving startups & giant enterprises to solve complex business challenges through mobility solutions.

Affle is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagement, acquisitions and transactions through relevant Mobile Advertising. The platform aims to enhance returns on marketing investment through contextual mobile ads and also by reducing digital ad fraud.

Affle Holdings is the Singapore based promoter for Affle India and its investors include Microsoft, D2C (An NTT DoCoMo subsidiary), Itochu, Bennett Coleman & Company (BCCL) amongst others.

# Global Presence



Spain

Cyprus

China

Japan

United States

UAE

India

Korea

Israel

Singapore

Brazil

Argentina

Indonesia

FOR MORE INFORMATION

enterprise@affle.com

enterprise.affle.com
affle.com

mTraction Enterprise
powered by affle

Follow us on